

Rep Order# 9776178 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 45131

Printed: 10/04/2012 12:54 PM  
Last Received: 10/04/2012 12:48 PM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 692  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/692  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.3 10/4  
SEE LN 64 FOR REV TP  
PLS CF - THANKS

*OK  
per  
10/4/12*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*64	SU	4P-7P	NFL NON-BENGALS 1P GAME	:30	\$7,500.00	10/07-10/07	1 <i>P3</i>	1	1	\$7,500.00	
				Sales Remark: V3 TP REV								
				V3 Time Changed, Comment Changed								

---REPORT TOTALS---

Report Totals: 1 / \$7,500.00

---SALES MONTHLY TOTALS---

Oct 12: 64 / \$74,125.00  
Sales Totals: 64 / \$74,125.00  
Station Totals: 64 / \$74,125.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$274,537	CABL	0%	EKRC	2%	UNKN	0%	WBQC	0%	WCPC	23%
		WKRC	27%	WLWT	28%	WSTR	1%	WXIX	19%		

Books null  
Demos RA35+

Rep Order# 9776178 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 45131

Printed: 10/04/2012 12:54 PM  
Last Received: 10/04/2012 12:48 PM  
Showing Buylines: All Rep & Sta Revised Lines

3 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 692  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/692  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Rep Order# 9776178 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 45131

Printed: 10/04/2012 12:54 PM  
Last Received: 10/04/2012 12:48 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 692  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/692  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.3 10/4

SEE LN 64 FOR REV TP

\*\*\*\*\*

Rep Order# 9776178 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 45131

Printed: 10/04/2012 10:48 AM  
Last Received: 07/25/2012 3:03 PM  
Showing Buylines: All Lines

1 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 692  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/692  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 64 pls change time specs  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	10/02-10/02	1	1	1	\$425.00	
	2	W	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	10/03-10/03	1	1	1	\$425.00	
	3	TH	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	10/04-10/04	1	1	1	\$425.00	
	4	F	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	10/05-10/05	1	1	1	\$425.00	
	5	M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	10/08-10/08	1	1	1	\$425.00	
	6	TU	6A-630A	GOOD MORNING CINCY	:30	\$650.00	10/02-10/02	1	1	1	\$650.00	
	7	W	6A-630A	GOOD MORNING CINCY	:30	\$650.00	10/03-10/03	1	1	1	\$650.00	
	8	TH	6A-630A	GOOD MORNING CINCY	:30	\$650.00	10/04-10/04	1	1	1	\$650.00	
	9	F	6A-630A	GOOD MORNING CINCY	:30	\$650.00	10/05-10/05	1	1	1	\$650.00	
	10	M	6A-630A	GOOD MORNING CINCY	:30	\$650.00	10/08-10/08	1	1	1	\$650.00	

Rep Order# 9776178 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 45131

Printed: 10/04/2012 10:48 AM  
Last Received: 07/25/2012 3:03 PM  
Showing Buylines: All Lines

2 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 692  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/692  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	11	TU	7A-730A	THE EARLY SHOW	:30	\$450.00	10/02-10/02	1	1	1	\$450.00	
	12	W	7A-730A	THE EARLY SHOW	:30	\$450.00	10/03-10/03	1	1	1	\$450.00	
	13	TH	7A-730A	THE EARLY SHOW	:30	\$450.00	10/04-10/04	1	1	1	\$450.00	
	14	F	7A-730A	THE EARLY SHOW	:30	\$450.00	10/05-10/05	1	1	1	\$450.00	
	15	M	7A-730A	THE EARLY SHOW	:30	\$450.00	10/08-10/08	1	1	1	\$450.00	
	16	SU	9A-930A	CBS SUNDAY MORNING	:30	\$2,500.00	10/07-10/07	1	1	1	\$2,500.00	
	17	TU	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	10/02-10/02	1	1	1	\$1,500.00	
	18	W	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	10/03-10/03	1	1	1	\$1,500.00	
	19	TH	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	10/04-10/04	1	1	1	\$1,500.00	
	20	F	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	10/05-10/05	1	1	1	\$1,500.00	
	21	M	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	10/08-10/08	1	1	1	\$1,500.00	
	22	TU	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	10/02-10/02	1	1	1	\$550.00	
	23	W	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	10/03-10/03	1	1	1	\$550.00	
	24	TH	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	10/04-10/04	1	1	1	\$550.00	
	25	F	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	10/05-10/05	1	1	1	\$550.00	

Rep Order# 9776178 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 45131

Printed: 10/04/2012 10:48 AM  
Last Received: 07/25/2012 3:03 PM  
Showing Buylines: All Lines

3 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 692  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/692  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	26	M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	10/08-10/08	1	1	1	\$550.00	
	27	TU	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
	28	W	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	10/03-10/03	1	1	1	\$500.00	
	29	TH	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	10/04-10/04	1	1	1	\$500.00	
	30	F	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	10/05-10/05	1	1	1	\$500.00	
	31	M	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	32	TU	430P-5P	12 NEWS FIRST	:30	\$850.00	10/02-10/02	1	1	1	\$850.00	
	33	W	430P-5P	12 NEWS FIRST	:30	\$850.00	10/03-10/03	1	1	1	\$850.00	
	34	TH	430P-5P	12 NEWS FIRST	:30	\$850.00	10/04-10/04	1	1	1	\$850.00	
	35	F	430P-5P	12 NEWS FIRST	:30	\$850.00	10/05-10/05	1	1	1	\$850.00	
	36	M	430P-5P	12 NEWS FIRST	:30	\$850.00	10/08-10/08	1	1	1	\$850.00	
	37	TU	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	10/02-10/02	1	1	1	\$1,200.00	
	38	W	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	10/03-10/03	1	1	1	\$1,200.00	
	39	TH	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	10/04-10/04	1	1	1	\$1,200.00	
	40	F	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	10/05-10/05	1	1	1	\$1,200.00	
	41	M	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	10/08-10/08	1	1	1	\$1,200.00	

Rep Order# 9776178 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 45131

Printed: 10/04/2012 10:48 AM  
Last Received: 07/25/2012 3:03 PM  
Showing Buylines: All Lines

4 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 692  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/692  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	42	TU	7P-730P	INSIDE EDITION	:30	\$900.00	10/02-10/02	1	1	1	\$900.00	
	43	W	7P-730P	INSIDE EDITION	:30	\$900.00	10/03-10/03	1	1	1	\$900.00	
	44	TH	7P-730P	INSIDE EDITION	:30	\$900.00	10/04-10/04	1	1	1	\$900.00	
	45	F	7P-730P	INSIDE EDITION	:30	\$900.00	10/05-10/05	1	1	1	\$900.00	
	46	M	7P-730P	INSIDE EDITION	:30	\$900.00	10/08-10/08	1	1	1	\$900.00	
	47	TU	727P-8P	ENT. TONITE	:30	\$1,100.00	10/02-10/02	1	1	1	\$1,100.00	
	48	W	727P-8P	ENT. TONITE	:30	\$1,100.00	10/03-10/03	1	1	1	\$1,100.00	
	49	TH	727P-8P	ENT. TONITE	:30	\$1,100.00	10/04-10/04	1	1	1	\$1,100.00	
	50	F	727P-8P	ENT. TONITE	:30	\$1,100.00	10/05-10/05	1	1	1	\$1,100.00	
	51	M	727P-8P	ENT. TONITE	:30	\$1,100.00	10/08-10/08	1	1	1	\$1,100.00	
	52	TU	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	10/02-10/02	1	1	1	\$2,400.00	
	53	W	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	10/03-10/03	1	1	1	\$2,400.00	
	54	TH	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	10/04-10/04	1	1	1	\$2,400.00	
	55	F	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	10/05-10/05	1	1	1	\$2,400.00	
	56	M	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	10/08-10/08	1	1	1	\$2,400.00	
	57	TU	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	10/02-10/02	1	1	1	\$650.00	

Rep Order# 9776178 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 45131

Printed: 10/04/2012 10:48 AM  
Last Received: 07/25/2012 3:03 PM  
Showing Buylines: All Lines

5 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 692  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/692  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	58	W	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	10/03-10/03	1	1	1	\$650.00	
	59	TH	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	10/04-10/04	1	1	1	\$650.00	
	60	F	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	10/05-10/05	1	1	1	\$650.00	
	61	M	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	10/08-10/08	1	1	1	\$650.00	
	62	SU	7P-8P	60 MINUTES	:30	\$7,500.00	10/07-10/07	1	1	1	\$7,500.00	
	63	SA	12P-7P	COLLEGE FOOTBALL	:30	\$750.00	10/06-10/06	1	1	1	\$750.00	
	*64	SU	1P-4P	NFL NON-BENGALS 1P GAME	:30	\$7,500.00	10/07-10/07	1	1	1	\$7,500.00	
	Station Remark: V2 game airs 4-7p on 10/7 ncir pls change time specs											

---REPORT TOTALS---

Report Totals: 64 / \$74,125.00

---SALES MONTHLY TOTALS---

Oct 12: 64 / \$74,125.00

Sales Totals: 64 / \$74,125.00

Station Totals: 64 / \$74,125.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$274,537	CABL	0%	EKRC	2%	UNKN	0%	WBQC	0%	WCPG	23%
		WKRC	27%	WLWT	28%	WSTR	1%	WXIX	19%		



Rep Order# 9776178 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 45131

Printed: 10/04/2012 10:48 AM  
Last Received: 07/25/2012 3:03 PM  
Showing Buylines: All Lines

6 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 692  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/692  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Books null  
Demos RA35+

## Connell II, Jim

---

**From:** jconnell@local12.com  
**Sent:** Thursday, October 04, 2012 9:06 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: American Crossroads - 45131

Station: WKRC-TV

### Order Information:

Order #: 45131  
Order Total: \$74,125.00  
Agency: Crossroads Media  
Advertiser: American Crossroads  
Product: American Crossroads  
Alternate Order #: 09776178  
Estimate #: 692  
Flight Dates: 10/02/12 - 10/08/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

### Preempted Spot Information (45131-64-1) :

Rate: \$7,500.00  
Air Date: Sun 10/07/12  
Eligible Days: -----Su  
Inventory Code: AFC Regular Season  
Inventory Description: AFC Regular Season  
Inventory Code Time: 1:00 PM-4:00 PM

*1x Sun 4-7P  
on 10/7 N/AIR*

Spot Type: NM  
Restricted: Earliest start: 1:00:00 PM, Latest end: 4:00:00 PM  
Length: :30  
Channel(s) : [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

# Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
<b>Advertiser: American Crossroads</b>												
<b>Agency: Crossroads Media</b>												
<b>Station: WKRC-TV</b>												
<b>Order: 45131</b>												
<b>Line: 1</b>												
10/02/12	Tuesday	5:24:26 AM	:30	\$425.00	USPRTV5a	Good Morn Cincinna (5:00:00 AM-5:30:00 A	American Crossroads	692	P-3		1	MWASH-
				\$425.00							1	
<b>Line: 2</b>												
10/03/12	Wednesday	5:23:01 AM	:30	\$425.00	USPRTV5a	Good Morn Cincinna (5:00:00 AM-5:30:00 A	American Crossroads	692	P-3		1	MWASH-
				\$425.00							1	
<b>Line: 3</b>												
10/04/12	Thursday	5:05:18 AM	:30	\$425.00	USPRTV5a	Good Morn Cincinna (5:00:00 AM-5:30:00 A	American Crossroads	692	P-3		1	MWASH-
				\$425.00							1	
<b>Line: 4</b>												
10/05/12	Friday	5:35:35 AM	:30	\$425.00		5a Good Morn Cincinna 5:00 AM-5:30 AM	American Crossroads	692	P-3		1	MWASH-
				\$425.00							1	
<b>Line: 5</b>												
10/08/12	Monday	5:20:56 AM	:30	\$425.00		5a Good Morn Cincinna (5:00:00 AM-5:30:00 A	American Crossroads	692	P-3		1	MWASH-
				\$425.00							1	
<b>Line: 6</b>												
10/02/12	Tuesday	6:27:49 AM	:30	\$650.00	USPRTV6a	Good Morn Cincinna (6:00:00 AM-6:30:00 A	American Crossroads	692	P-2		1	MWASH-
				\$650.00							1	
<b>Line: 7</b>												
10/03/12	Wednesday	6:07:25 AM	:30	\$650.00	USPRTV6a	Good Morn Cincinna (6:00:00 AM-6:30:00 A	American Crossroads	692	P-2		1	MWASH-
				\$650.00							1	
<b>Line: 8</b>												
10/04/12	Thursday	6:20:13 AM	:30	\$650.00	USPRTV6a	Good Morn Cincinna (6:00:00 AM-6:30:00 A	American Crossroads	692	P-2		1	MWASH-
				\$650.00							1	
<b>Line: 9</b>												
10/05/12	Friday	6:04:56 AM	:30	\$650.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 A	American Crossroads	692	P-2		1	MWASH-
				\$650.00							1	
<b>Line: 10</b>												
10/08/12	Monday	6:13:02 AM	:30	\$650.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 A	American Crossroads	692	P-2		1	MWASH-
				\$650.00							1	
<b>Line: 11</b>												
10/02/12	Tuesday	7:28:55 AM	:30	\$450.00	USPRTV	CBS This Morning (7:00:00 AM-7:30:00 A	American Crossroads	692	P-2		1	MWASH-
				\$450.00							1	
<b>Line: 12</b>												
10/03/12	Wednesday	7:58:15 AM	:30	\$450.00	USPRTV	CBS This Morning (7:00:00 AM-7:30:00 A	American Crossroads	692	P-2		1	MWASH-
				\$450.00							1	
<b>Line: 13</b>												
10/04/12	Thursday	7:28:56 AM	:30	\$450.00	USPRTV	CBS This Morning (7:00:00 AM-7:30:00 A	American Crossroads	692	P-2		1	MWASH-

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45131												
Line: 13												
				\$450.00							1	
Line: 14												
10/05/12	Friday	5:58:25 AM	:30	\$450.00		CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	692	P-2	1	MWASH
				\$450.00							1	
Line: 15												
10/08/12	Monday	7:29:26 AM	:30	\$450.00		CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	692	P-2	1	MWASH
				\$450.00							1	
Line: 16												
10/07/12	Sunday	8:16:30 AM	:30	\$2,500.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	American Crossroads	692	P-1	1	MWASH
				\$2,500.00							1	
Line: 17												
10/02/12	Tuesday	11:29:26 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	692	P-1	1	MWASH
				\$1,500.00							1	
Line: 18												
10/03/12	Wednesday	11:29:40 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	692	P-1	1	MWASH
				\$1,500.00							1	
Line: 19												
10/04/12	Thursday	11:58:26 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	692	P-1	1	MWASH
				\$1,500.00							1	
Line: 20												
10/05/12	Friday	11:29:11 AM	:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	American Crossroads	692	P-1	1	MWASH
				\$1,500.00							1	
Line: 21												
10/08/12	Monday	11:58:56 AM	:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	American Crossroads	692	P-1	1	MWASH
				\$1,500.00							1	
Line: 22												
10/02/12	Tuesday	12:57:07 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	692	P-3	1	MWASH
				\$550.00							1	
Line: 23												
10/03/12	Wednesday	12:28:42 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	692	P-3	1	MWASH
				\$550.00							1	
Line: 24												
10/04/12	Thursday	12:59:11 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	692	P-3	1	MWASH
				\$550.00							1	
Line: 25												
10/05/12	Friday	12:28:41 PM	:30	\$550.00		Young & the Restless	12:30 PM-1:30 PM	American Crossroads	692	P-3	1	MWASH
				\$550.00							1	

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE	
Advertiser: American Crossroads													
Agency: Crossroads Media													
Station: WKRC-TV													
Order: 45131													
Line: 26													
10/08/12	Monday	2:59:11 PM	:30	\$550.00		Young & the Restless	12:30 PM-1:30 PM	American Crossroads	692	P-3	1	MWASH-	
											\$550.00	1	
Line: 27													
10/02/12	Tuesday	3:26:04 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	692	P-3	1	MWASH-	
											\$500.00	1	
Line: 28													
10/03/12	Wednesday	3:59:18 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	692	P-3	1	MWASH-	
											\$500.00	1	
Line: 29													
10/04/12	Thursday	3:58:32 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	692	P-3	1	MWASH-	
											\$500.00	1	
Line: 30													
10/05/12	Friday	3:29:21 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	692	P-3	1	MWASH-	
											\$500.00	1	
Line: 31													
10/08/12	Monday	3:28:46 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	692	P-3	1	MWASH-	
											\$500.00	1	
Line: 32													
10/02/12	Tuesday	4:37:48 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo (4:30:00 PM-5:00:00 P		American Crossroads	692	P-2	1	MWASH-	
											\$850.00	1	
Line: 33													
10/03/12	Wednesday	4:53:15 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo (4:30:00 PM-5:00:00 P		American Crossroads	692	P-2	1	MWASH-	
											\$850.00	1	
Line: 34													
10/04/12	Thursday	4:42:06 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo (4:30:00 PM-5:00:00 P		American Crossroads	692	P-2	1	MWASH-	
											\$850.00	1	
Line: 35													
10/05/12	Friday	4:35:51 PM	:30	\$850.00		4p Local 12 News at Fo (4:30:00 PM-5:00:00 P		American Crossroads	692	P-2	1	MWASH-	
											\$850.00	1	
Line: 36													
10/08/12	Monday	4:49:56 PM	:30	\$850.00		4p Local 12 News at Fo (4:30:00 PM-5:00:00 P		American Crossroads	692	P-2	1	MWASH-	
											\$850.00	1	
Line: 37													
10/02/12	Tuesday	5:28:10 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six 6:00 PM-6:30 PM		American Crossroads	692	P-2	1	MWASH-	
											\$1,200.00	1	
Line: 38													
10/03/12	Wednesday	5:08:19 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six 6:00 PM-6:30 PM		American Crossroads	692	P-2	1	MWASH-	

[Filtered by: ] [Sorted by: Station]



# Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45131												
Line: 38												
				\$1,200.00							1	
Line: 39												
10/04/12	Thursday	5:05:04 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	692	P-2	1	MWASH
				\$1,200.00							1	
Line: 40												
10/05/12	Friday	5:12:23 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	692	P-2	1	MWASH
				\$1,200.00							1	
Line: 41												
10/08/12	Monday	5:12:23 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	692	P-2	1	MWASH
				\$1,200.00							1	
Line: 42												
10/02/12	Tuesday	7:20:39 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	692	P-3	1	MWASH
				\$900.00							1	
Line: 43												
10/03/12	Wednesday	7:26:07 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	692	P-3	1	MWASH
				\$900.00							1	
Line: 44												
10/04/12	Thursday	7:10:42 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	692	P-3	1	MWASH
				\$900.00							1	
Line: 45												
10/05/12	Friday	7:27:34 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	692	P-3	1	MWASH
				\$900.00							1	
Line: 46												
10/08/12	Monday	7:10:42 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	692	P-3	1	MWASH
				\$900.00							1	
Line: 47												
10/02/12	Tuesday	7:44:53 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	692	P-3	1	MWASH
				\$1,100.00							1	
Line: 48												
10/03/12	Wednesday	7:55:27 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	692	P-3	1	MWASH
				\$1,100.00							1	
Line: 49												
10/04/12	Thursday	7:50:44 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	692	P-3	1	MWASH
				\$1,100.00							1	
Line: 50												
10/05/12	Friday	7:43:22 PM	:30	\$1,100.00		M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	692	P-3	1	MWASH
				\$1,100.00							1	

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45131												
Line: 51												
10/08/12	Monday	7:50:44 PM	:30	\$1,100.00		M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	692	P-3	1	MWASH-
				\$1,100.00								
Line: 52												
10/02/12	Tuesday	1:31:46 PM	:30	\$2,400.00	USPRTV	11p M-Su Local 12 New	11:00 PM-11:35 PM	American Crossroads	692	P-3	1	MWASH-
				\$2,400.00								
Line: 53												
10/03/12	Wednesday	1:26:30 PM	:30	\$2,400.00	USPRTV	11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	692	P-3	1	MWASH-
				\$2,400.00								
Line: 54												
10/04/12	Thursday	1:11:23 PM	:30	\$2,400.00	USPRTV	11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	692	P-3	1	MWASH-
				\$2,400.00								
Line: 55												
10/05/12	Friday	1:33:15 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	692	P-3	1	MWASH-
				\$2,400.00								
Line: 56												
10/08/12	Monday	1:19:04 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	692	P-3	1	MWASH-
				\$2,400.00								
Line: 57												
10/02/12	Tuesday	2:11:23 XM	:30	\$650.00	USPRTV	Letterman	11:35 PM-12:35 XM	American Crossroads	692	P-3	1	MWASH-
				\$650.00								
Line: 58												
10/03/12	Wednesday	1:54:25 PM	:30	\$650.00	USPRTV	Letterman	11:35 PM-12:35 XM	American Crossroads	692	P-3	1	MWASH-
				\$650.00								
Line: 59												
10/04/12	Thursday	1:58:45 PM	:30	\$650.00	USPRTV	Letterman	11:35 PM-12:35 XM	American Crossroads	692	P-3	1	MWASH-
				\$650.00								
Line: 60												
10/05/12	Friday	2:11:30 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	692	P-3	1	MWASH-
				\$650.00								
Line: 61												
10/08/12	Monday	2:24:30 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	692	P-3	1	MWASH-
				\$650.00								
Line: 62												
10/07/12	Sunday	7:39:38 PM	:30	\$7,500.00		Sun Reg 1	7:00 PM-8:00 PM	American Crossroads	692	P-2	1	MWASH-
				\$7,500.00								
Line: 63												
10/06/12	Saturday	5:57:56 PM	:30	\$750.00		SEC Football	12:00 PM-7:00 PM	American Crossroads	692	P-3	1	MWASH-

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45131												
Line: 63												
				\$750.00							1	
Line: 64												
10/07/12	Sunday	5:28:10 PM	:30	\$7,500.00		AFC Regular Season	(4:00:00 PM-7:00:00 P	American Crossroads	692	P-3	2	MWASH-
				\$7,500.00							1	
				\$74,125.00							64	
				\$74,125.00							64	
				\$74,125.00							64	
				\$74,125.00							64	
				\$74,125.00							64	

[Filtered by: ] [Sorted by: Station]